

**Amendments to the Claims:**

1. (original) A method for quantifying and communicating marketing-related information relating to an entity, comprising:
  - assigning a score to each of a plurality of pre-determined marketing-related dimensions, each score being out of a pre-determined maximum possible score; and
  - communicating said scores as a characteristic of said entity.
2. (original) A method as claimed in Claim 1, wherein said pre-determined marketing-related dimensions are:
  - idea forming;
  - relationship building;
  - behaviour activation;
  - help or support; and
  - product or service or environment experience.
3. (original) A method as claimed in Claim 1, wherein the total of said scores is limited so as not to exceed a pre-determined maximum possible total.
4. (original) A method as claimed in Claim 3 comprising five pre-determined dimensions, wherein each dimension is assigned a score out of seven, and wherein the pre-determined maximum possible total is 22.
5. (original) A method as claimed Claim 1, further comprising representing each of said scores visually.
6. (original) A method as claimed in Claim 5, further comprising plotting said scores in a radar chart format.

7. (original) A method as claimed in Claim 6, further comprising plotting said scores on paper pre-printed with radial arms labelled with said pre-determined dimensions, the radial arms incorporating marker points indicating positions at which possible scores may be represented.
8. (withdrawn) A method as claimed in Claim 5, further comprising representing said scores by positioning marker elements on a mechanical device, the mechanical device comprising: a base element; a plurality of radial arms protruding from the base element, each radial arm corresponding to one of the said dimensions; and a marker element on each radial arm, each marker element being positionable in any of a plurality of positions on its radial arm, said positions corresponding to possible scores for the corresponding dimension.
9. (original) A method as claimed in Claim 1, further comprising:
  - assigning planned or target scores to each dimension; and
  - subsequently determining actual scores for each dimension, thereby enabling comparison of the target and actual scores.
10. (original) A method as claimed in Claim 1, further comprising entering the scores into a computer.
11. (original) A method as claimed in Claim 1, wherein said scores correspond with measurable objectives or achievements for said entity.
12. (original) A method as claimed in Claim 1, further comprising retrospectively assigning scores to past communication projects and analysing them to calibrate said method.
13. (original) A method as claimed in Claim 1, wherein the method is performed for a plurality of entities within an overall entity.

14. (original) A method as claimed in Claim 1, further comprising:
- identifying touchpoints at which a consumer interacts with the entity's product, service or communication elements; and
  - applying the method to those touchpoints.
15. (original) A method as claimed in Claim 1, further comprising recording data of a type selected from a group comprising:
- verbal description of the objectives;
  - verbal reasons for the objectives;
  - one or more numerical or quantitative objectives or one or more weighted objectives that represents full attainment of one or more planned or target scores;
  - actual quantitative achievement(s);
  - final result scores;
  - budget allocations;
  - actual costs;
  - the cost per score point;
  - indices of efficiency against a benchmark database;
  - verbal analysis of the reasons for the result;
  - codification of the reasons using standard codes;
  - learning points.
16. (original) A method as claimed in Claim 1, adapted for use in an application selected from a group comprising:

an audit of customer touchpoints and research into the relative priority given by each type of communicatee to the score dimensions at each touchpoint;  
what constitutes full satisfaction;  
research of overall brand and/or product/service experience using the plurality of dimensions;  
benchmarking against competitive brands/products;  
pre-testing of communication;  
post-communication research design;  
usages and attitudes brand tracking design;  
library cataloguing of research projects using the plurality of dimensions.

17. (withdrawn) A device for visualising scores assigned to each of a plurality of marketing-related dimensions, said device comprising:
  - a base element;
  - a plurality of radial arms protruding from the base element, each radial arm corresponding to one of the said marketing-related dimensions; and
  - a marker element on each radial arm, each marker element being positionable in any of a plurality of positions on its radial arm, said positions corresponding to possible scores for the corresponding marketing-related dimension.
18. (withdrawn) A device as claimed in Claim 17, wherein the radial arms are configured with means by which to retain the marker elements in the said plurality of positions.
19. (withdrawn) A device as claimed in Claim 17, wherein the marker elements are connected by a rubber band.

20. (withdrawn) A device as claimed in Claim 17, wherein the marker elements are in the form of balls.
21. (withdrawn) A printed article for visualising scores assigned to each of a plurality of marketing-related dimensions, said article comprising a surface pre-printed with radial arms labelled with said dimensions, the radial arms incorporating marker points indicating positions at which possible scores may be represented.
22. (withdrawn) A printed article as claimed in Claim 21, being selected from a group comprising:
- pre-printed post-it notes;
  - pre-printed paper
23. (withdrawn) Apparatus for quantifying and communicating marketing-related information relating to an entity, said apparatus comprising:
- an input device operable to receive a plurality of scores, each score being out of a pre-determined maximum possible score;
  - a processor operable to assign each score to a corresponding one of a plurality of pre-determined marketing-related dimensions; and
  - an output device operable to communicate said scores as a characteristic of said entity.
24. (withdrawn) Apparatus as claimed in Claim 23, wherein the output device is arranged to display the scores in the form of a radar chart.
25. (original) A computer programmed for use in quantifying and communicating marketing-related information relating to an entity, said computer being programmed to:

receive a plurality of scores, each score being out of a pre-determined maximum possible score;

assign each score to a corresponding one of a plurality of pre-determined marketing-related dimensions; and

output said scores as a characteristic of said entity.

26. (original) A computer as claimed in Claim 25, further programmed to display the scores in the form of a radar chart.

27. (original) A computer program executable to enable a computer to receive and communicate marketing-related information relating to an entity, said computer program enabling the computer to:

receive a plurality of scores, each score being out of a pre-determined maximum possible score;

assign each score to a corresponding one of a plurality of pre-determined marketing-related dimensions; and

output said scores as a characteristic of said entity.

28. (original) A computer program as claimed in Claim 27, configured to display the scores in the form of a radar chart.

29. (original) A computer program stored on a data carrier, said computer program being executable to enable a computer to receive and communicate marketing-related information relating to an entity, said computer program enabling the computer to:

receive a plurality of scores, each score being out of a pre-determined maximum possible score;

assign each score to a corresponding one of a plurality of pre-determined marketing-related dimensions; and  
output said scores as a characteristic of said entity.